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July 12, 2021

Via Email apederson@baysidewi.gov

Mr. Andy Pederson
Village Manager
Village of Bayside
9075 North Regent Road
Bayside, WI 53217

***Pre-Petition Submittal for PUD Zoning
NWC of Brown Deer and Port Washington Roads***

Dear Mr. Pederson:

On behalf of a joint venture between Cobalt Partners, LLC and La Macchia Holdings, LLC, this letter constitutes our pre-petition submittal and request for a pre-petition conference for planned unit development ("PUD") zoning at the subject site.


In support of this request, we have included with this letter a conceptual master plan and proposed zoning map for the proposed district.


Our vision is to create a vibrant mixed-use community that offers the richness of village living with the comfort of an intimate neighborhood. We propose to achieve that vision through a mix of neighborhood uses, including a new North Shore Library, office and small scale retail/restaurant uses, and a diversity of residential building types that are adaptable to a variety of lifestyles. As shown, the conceptual master plan represents an overall development value in excess of \$100 million.

We would request that this matter be reviewed by staff as appropriate and placed on an upcoming agenda pursuant to the applicable process. We look forward to working cooperatively with the Village and its representatives through this processes.

Should you require additional information, please advise accordingly.

Respectfully,


Scott J. Yauck
President/CEO
Cobalt Partners LLC


William E. La Macchia
La Macchia Holdings LLC
Member

BAYSIDE MIXED-USE DEVELOPMENT

JULY 12, 2021
RINKA+

ZONING & CONCEPTUAL SITE PLAN



DESIGN DRIVERS

PROJECT VISION & PROGRAM

VISION STATEMENT:

Create a vibrant mixed use community that offers the richness of village living with the comfort of an intimate neighborhood.

1 OPTIMAL SITE PLANNING AND PROGRAM
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- MIX OF USES TO PROMOTE NEIGHBORHOOD VIBRANCY (INCLUDING RETAIL, LIBRARY, OFFICE, VARIETY OF RESIDENTIAL BUILDING TYPES)
- OPTIMIZATION OF DEVELOPABLE LAND
- THOUGHTFUL INTEGRATION OF EXISTING BUILDINGS

2 EMPHASIS ON GREEN SPACE & OUTDOOR AMENITIES
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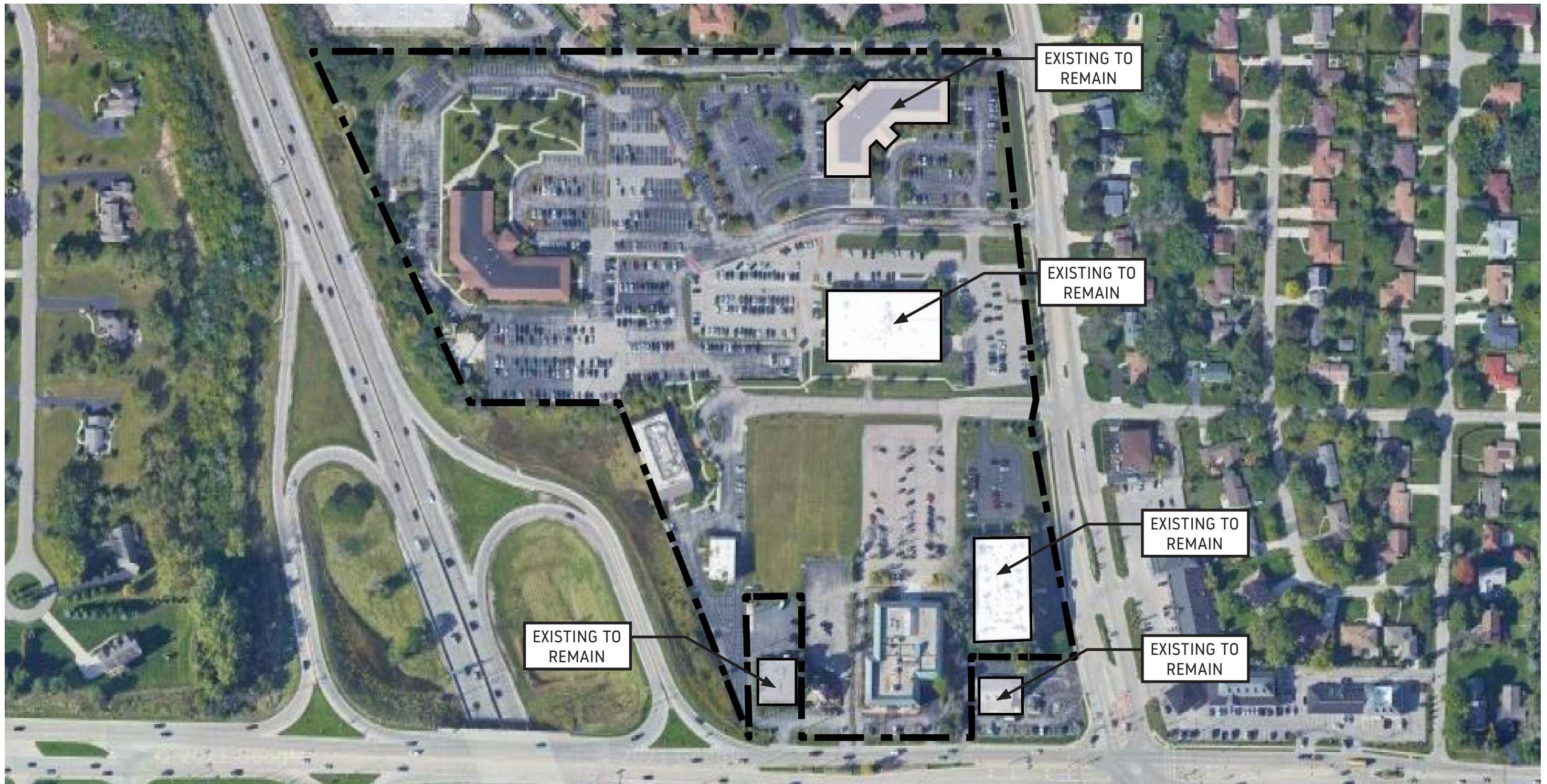
- INTERWOVEN NETWORK OF GREEN SPACES THAT OFFER A VARIETY OF EXPERIENCES FOR RESIDENTS AND VISITORS
- ACTIVATED TOWN SQUARE
- CENTRALIZED OUTDOOR AMENITY SPACE

3 LIVABILITY
.....

- ADAPTABILITY TO DIFFERENT LIFESTYLES
- SUSTAINABLE DESIGN
- WALKABILITY AND EASE OF ACCESS
- PROMOTES NEIGHBORHOOD INTERACTION



EXISTING CONTEXT



EXISTING TO REMAIN

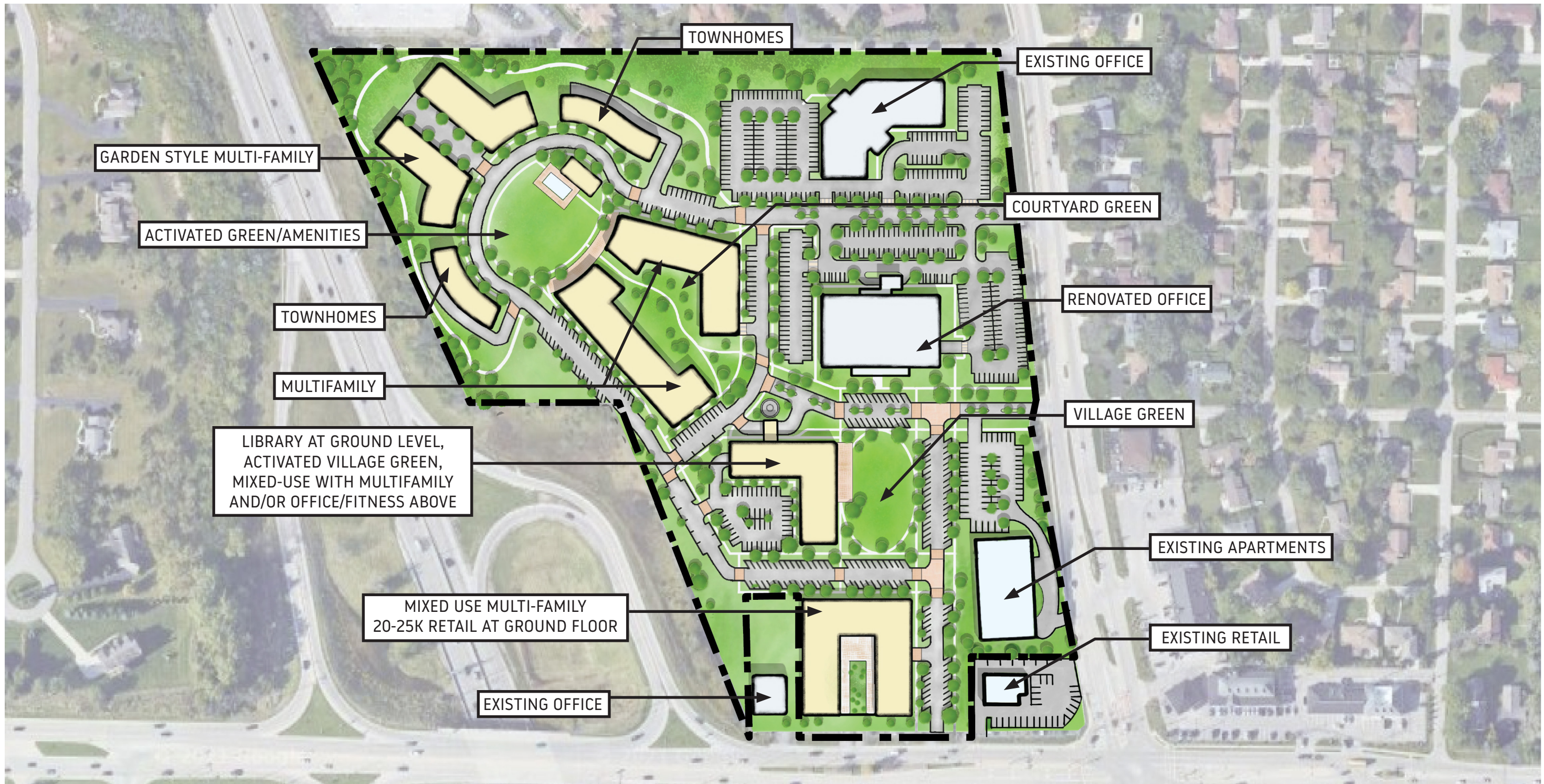
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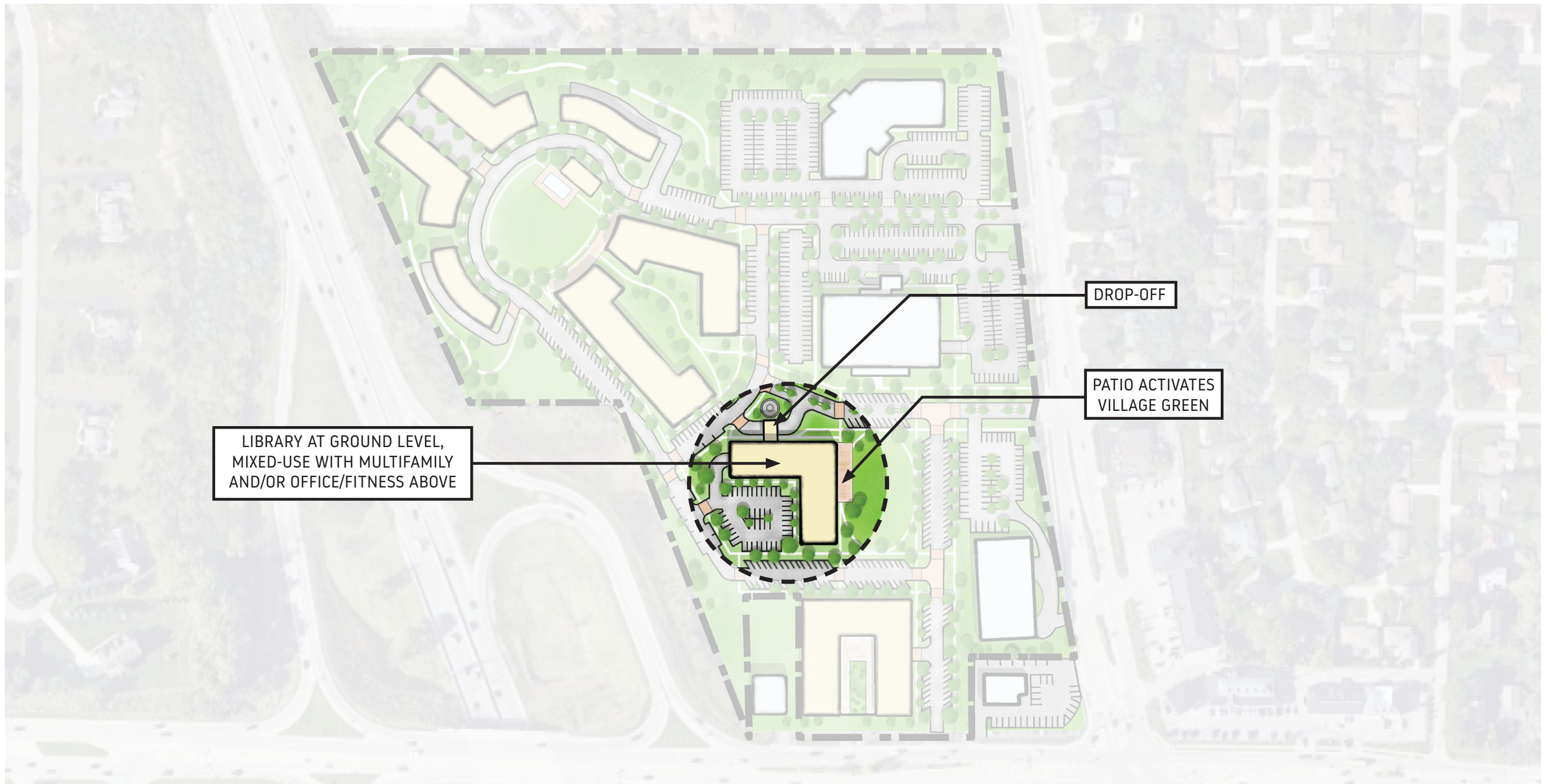
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EXISTING TO REMAIN

EXISTING BUILDINGS



CONCEPTUAL SITE PLAN

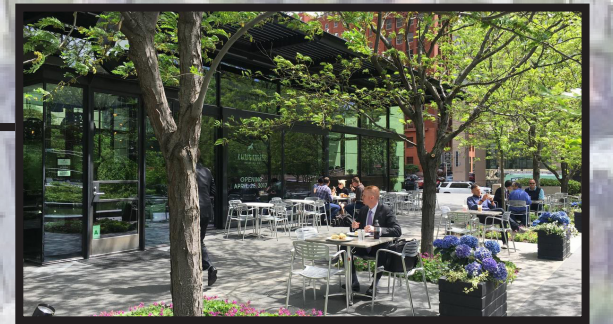
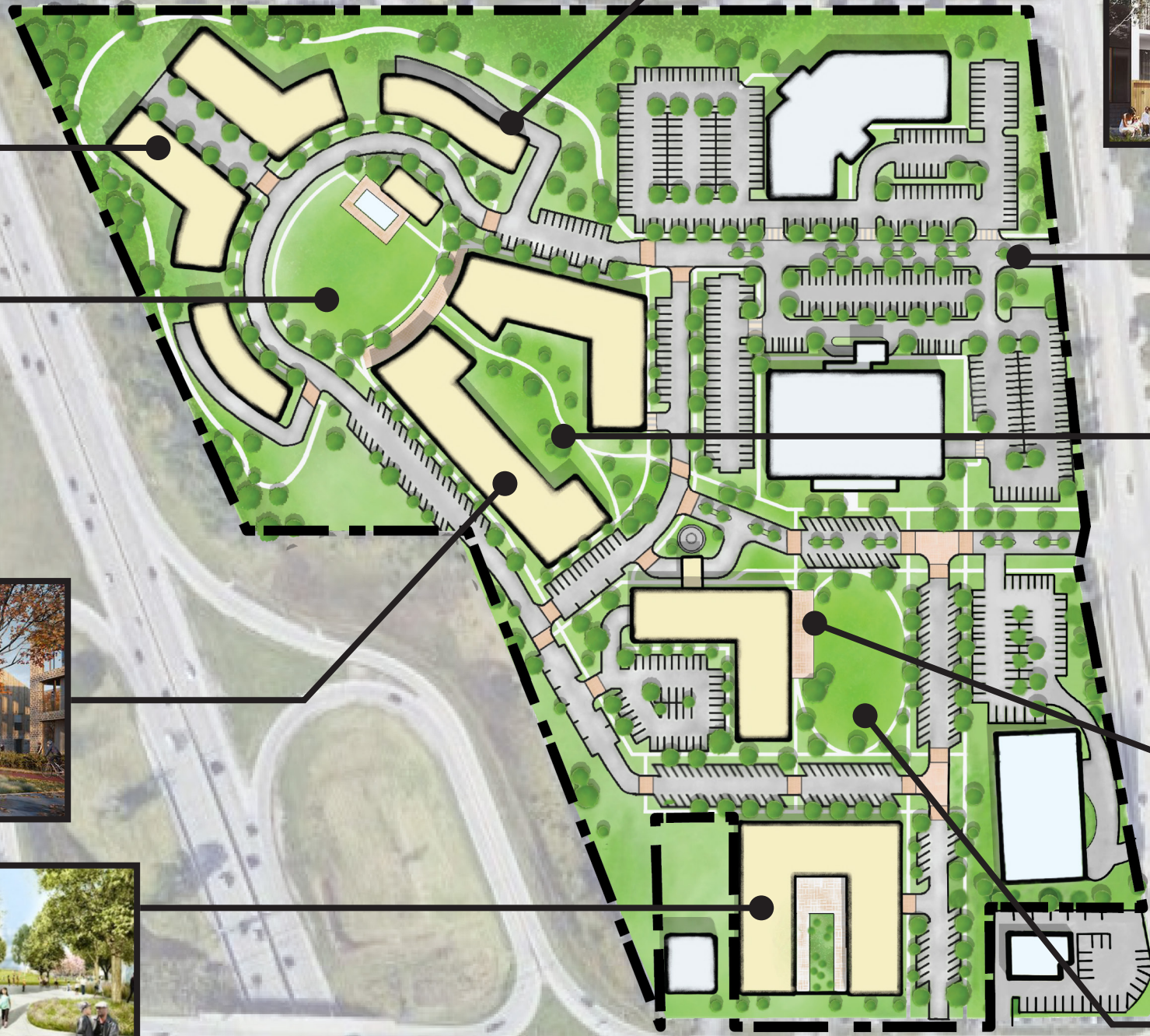


LIBRARY AT GROUND LEVEL,
MIXED-USE WITH MULTIFAMILY
AND/OR OFFICE/FITNESS ABOVE

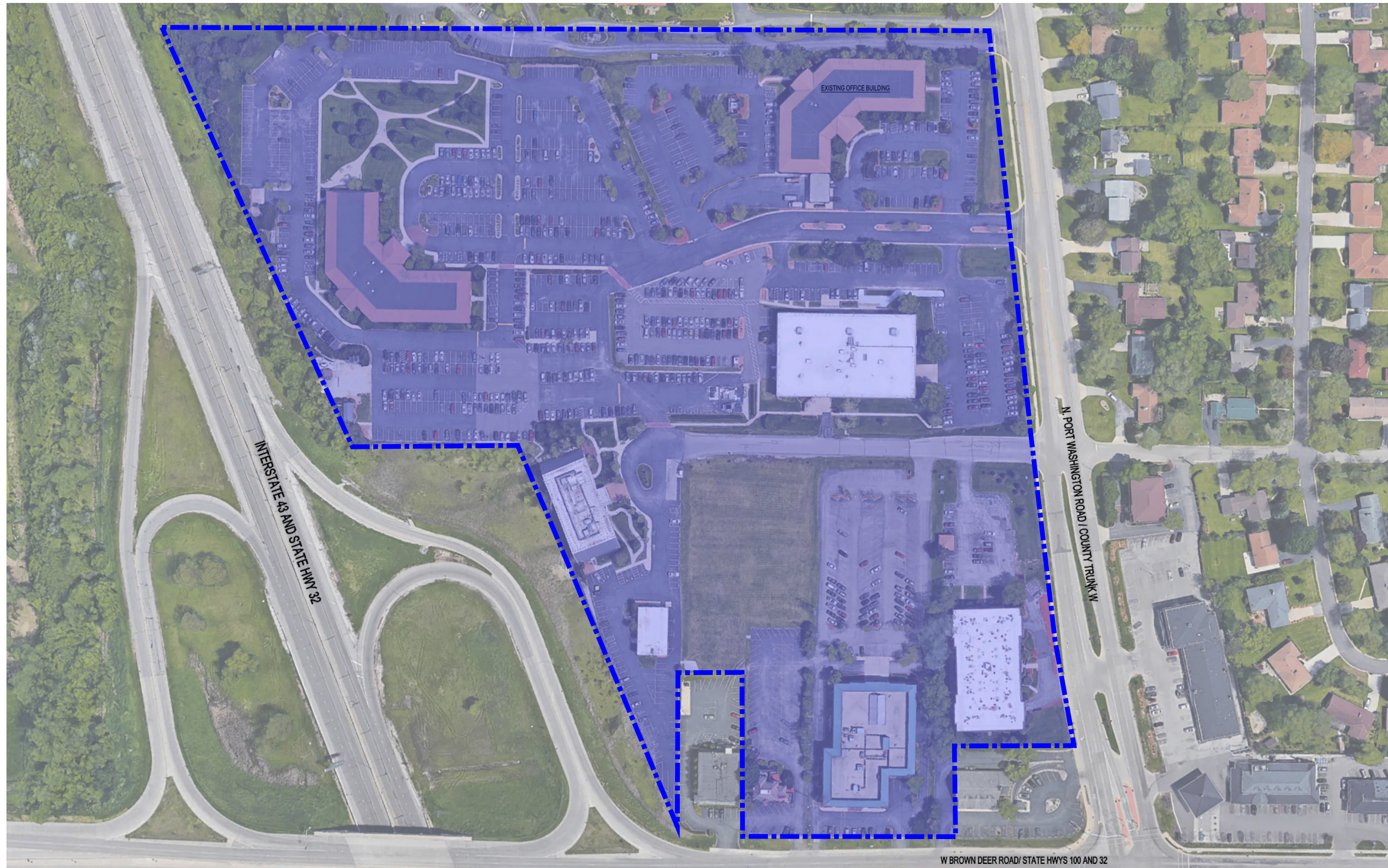
DROP-OFF

PATIO ACTIVATES
VILLAGE GREEN

CENTRALIZED/ACTIVATED LIBRARY LOCATION



PRECEDENT IMAGERY



PROJECT BOUNDARY / ZONING PLAN

Land Use / Zoning Plan

1) **Parameters.** The following table sets forth the material parameters that serve as the basis for creation of the proposed zoning overlay district. References herein are to the attached zoning map that establishes the project boundary. Based on final design and location of rights-of-way, final area and configuration of the project boundary may vary slightly and the parties intend that the zoning district will allow for such variations without need for further zoning amendments or approvals.

2) **Maximums.** Note that the parameters specified below represent maximum sizes/units, floor areas, and heights for each category of use. As a practical matter, due to parcel size constraints, parking requirements, and height limitations, the ultimate development within the district would not accommodate the maximum limits of all uses, but would represent a balanced combination of several of such uses based on prudent planning and market demands.

3) **Mixed-Use.** Because the proposed zoning district is intended to encourage and function as a mixed-use development, any of the following uses may be combined provided that the maximum number of floors for such combined uses shall not exceed the number of floors permitted for the use that allows the greatest number of floors. For example, a mixed-use building comprising first-floor civic or retail uses could include up to five floors of multi-family residential above the first floor, with the maximum combined number of floors not to exceed six.¹

4) **Master Signage.** TBD

USE	Max/Zone	Max/Floor	Max Floors ¹
Office/Medical	300,000 SF	50,000 SF	5
Civic	60,000 SF	30,000 SF	3
Retail/Fitness	120,000 SF	40,000 SF	2
Restaurant	30,000 SF	10,000 SF	2
Residential (Multi-Family) ²	550 units	N/A	6
Residential (Townhome) ²	100 units	N/A	3
Hospitality	100 rooms	N/A	4
Structured Parking	Per parking ratios		

Notes:

1. Any use within 300 feet of the centerline of North Port Washington Road shall be limited in height to 4 stories above grade.

2. Residential uses shall be primarily market-rate housing, but may include ancillary independent senior living, assisted living, memory care, nursing homes, or similar types of uses.